


SWOT Analysis for Marketing, Communications, and General Identity

STRENGTHS	WEAKNESSES
<p>Diversity Community Pride (65% Right Direction) Content Rich - Prospective & Historic Commission and Staff Commitment</p>	<p>Diversity Perception Geography</p>
OPPORTUNITIES	THREATS
<p>City Beautification Projects 441 CRA International Presence via Cricket Stadium Defined Earned and Paid Media Strategy</p>	<p>Negative Media - Any Issue Continued Economic Downturn</p>

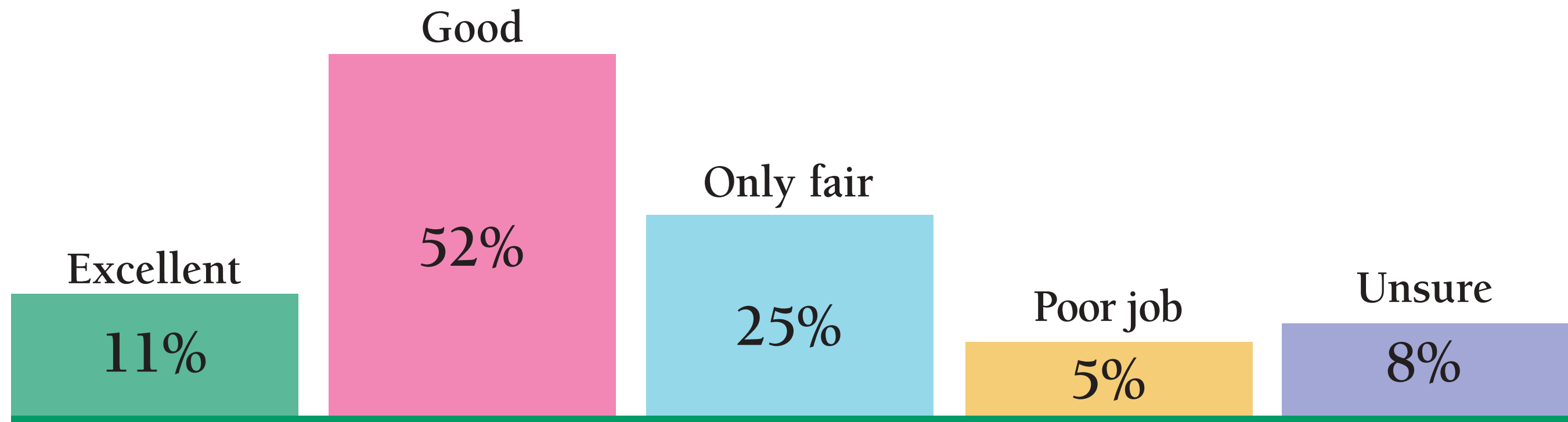


Demographics of Lauderdale Survey

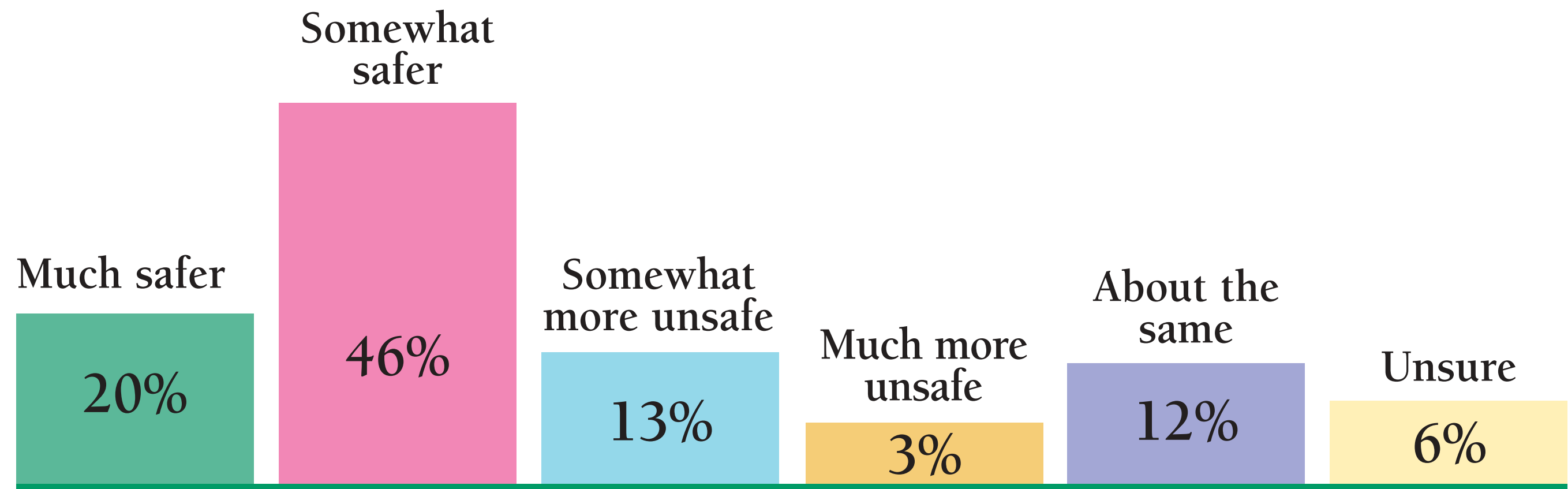
TOTAL RESPONDENTS 400					
Age Category	18-34 57	35-50 97	51-65 98	Over 65 148	
Years in Lauderhill	<5 67	5-10 101	10-15 72	15+ 159	
Household Income	<\$30K 111 (27.75%)	\$30-50K 97 (24.25%)	\$50-75K 72 (18%)	\$75+ 66 (16.5%)	
Race	Anglo White 195	African American 116	Hispanic 11	Caribbean 49	Other 14
Geography	East 115	Central 65	Inverrary 110	Northwest 110	
Gender	Male 185	Female 215			



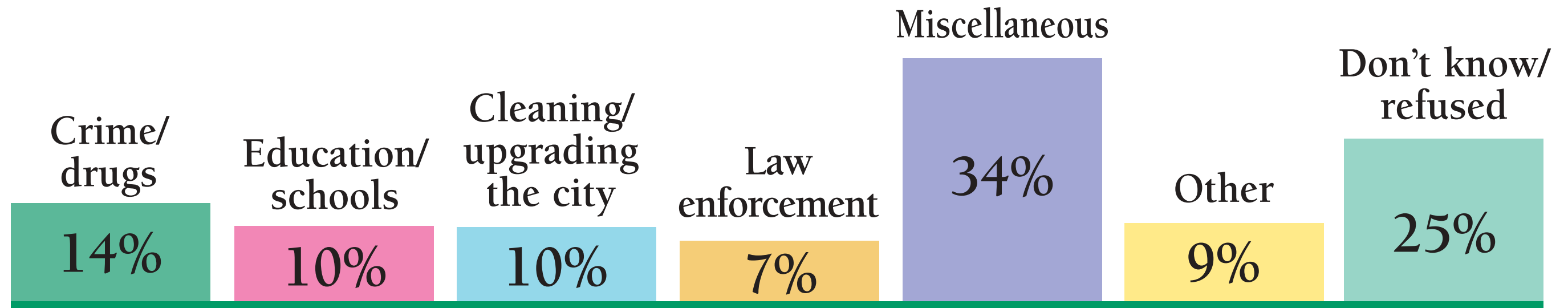
Overall, how would you rate the job performance of the Lauderhill City government?



Generally, do you feel the City of Lauderdale is a safer place than other areas of Broward County?



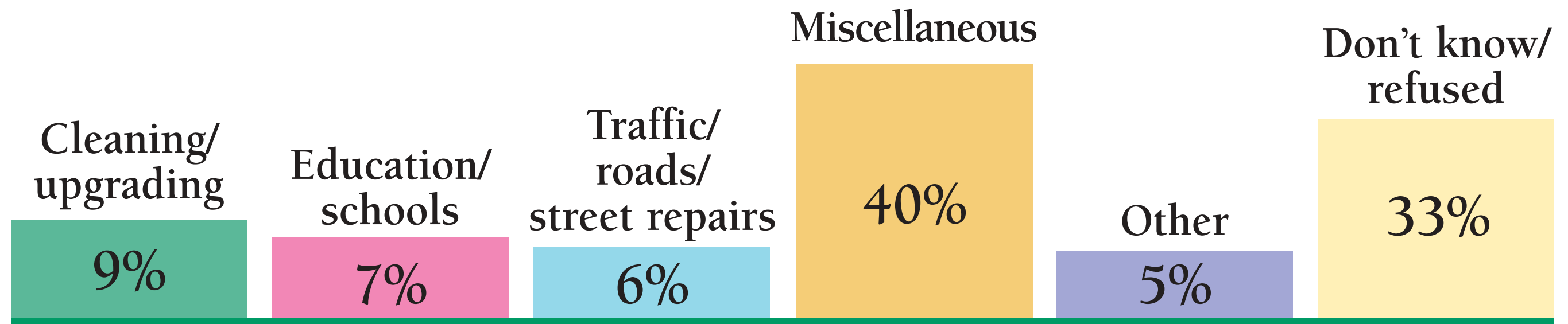
In your opinion, what do you think is the biggest problem facing the City of Lauderdale? What is the thing you want the City to work on and try to solve?



Miscellaneous included – jobs/economy (5%), more activities for children (4%), Poor city management (4%), race issues (2%), water (2%), overcrowding (2%), taxes (2%), elderly issues (1%)



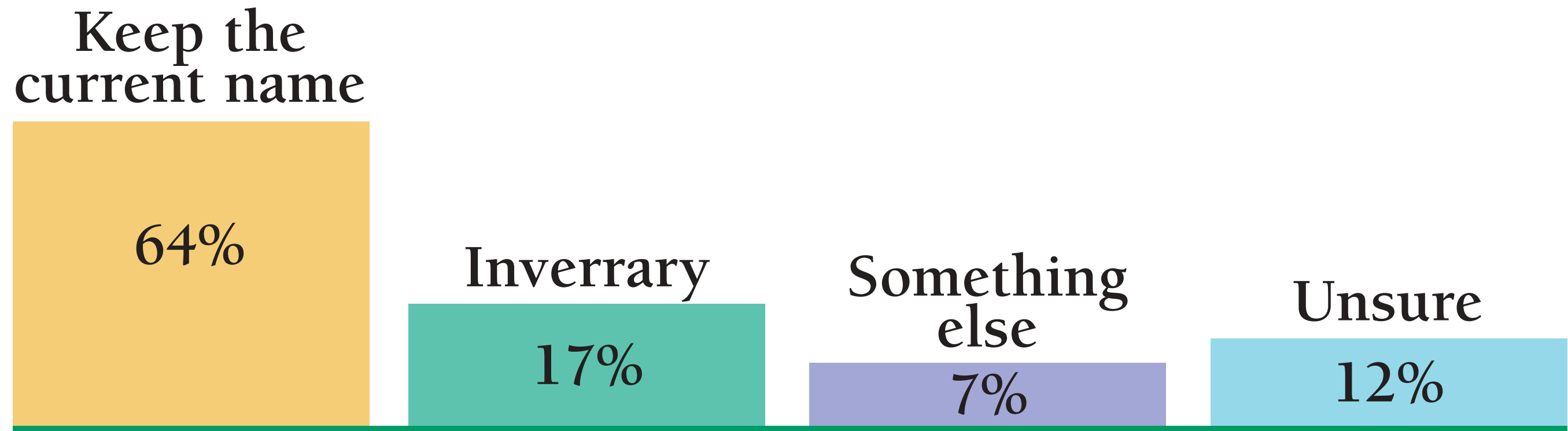
What is the second most important problem you want City government to work on and try to solve?



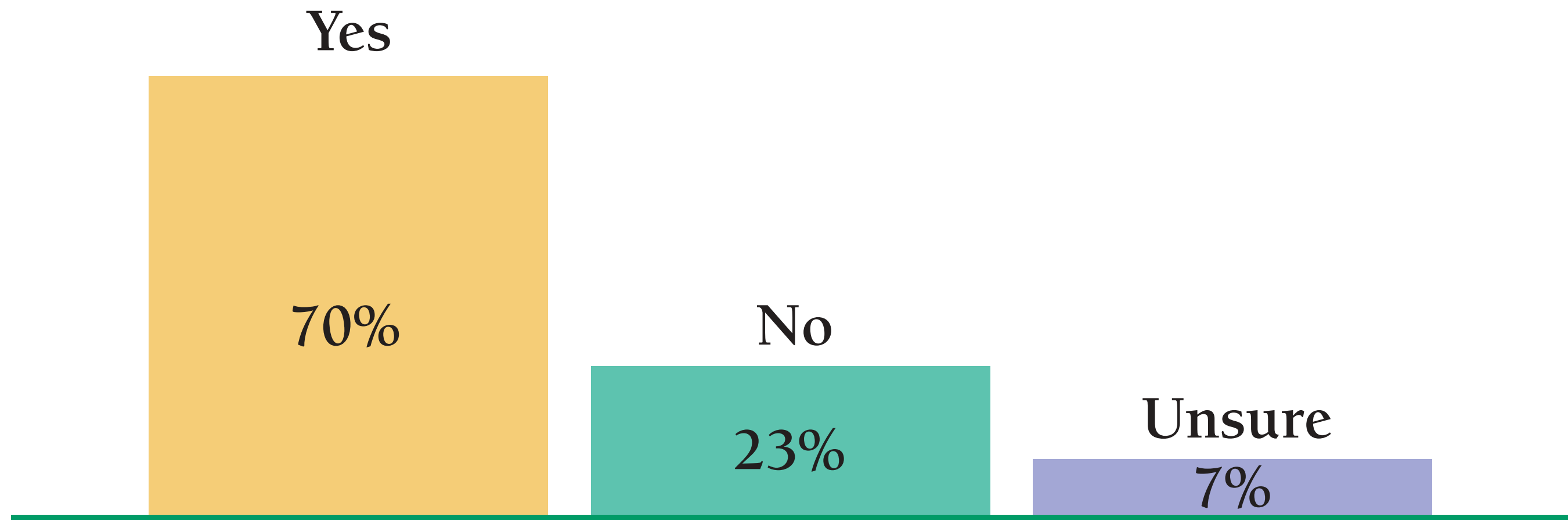
Miscellaneous included – poor city management (4%), crime/drugs (3%), taxes (3%), elderly issues (3%), jobs/economy (2%), more activities for kids (2%), water problems (1%), race issues (1%)



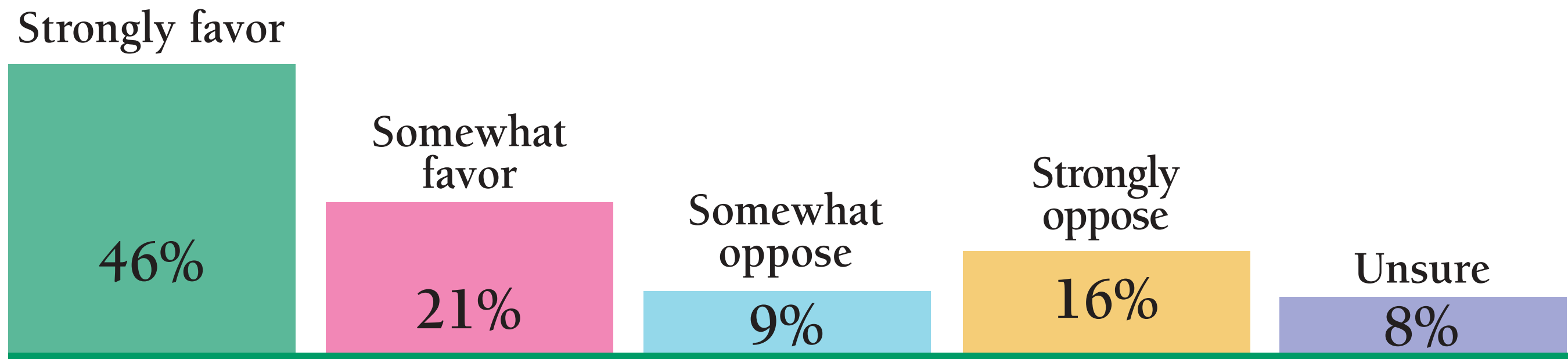
There has been some discussion about changing the City of Lauderdale's name. One name being considered is Inverrary. What would be your choice?



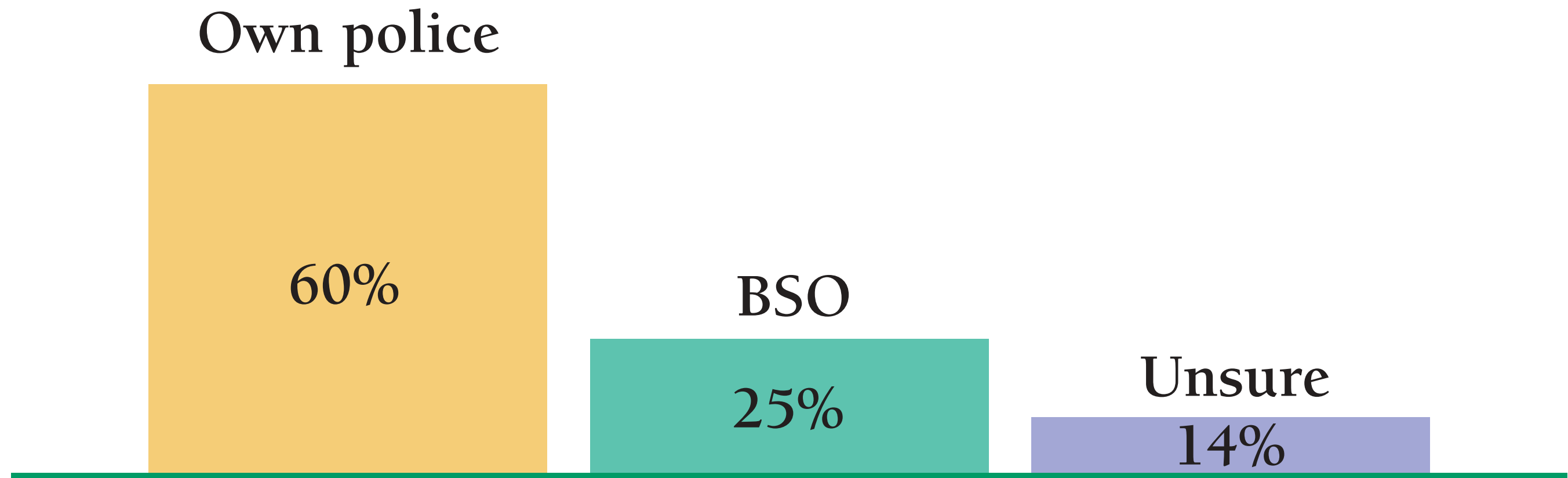
Do you feel the City government should promote economic development in the City to attract new business?



One proposal being considered by Broward County is to build a stadium in Lauderhill where cricket matches and other major events can be held along with a library and cultural arts center on site. Would you strongly favor, somewhat favor, somewhat oppose, strongly oppose this idea, or unsure?

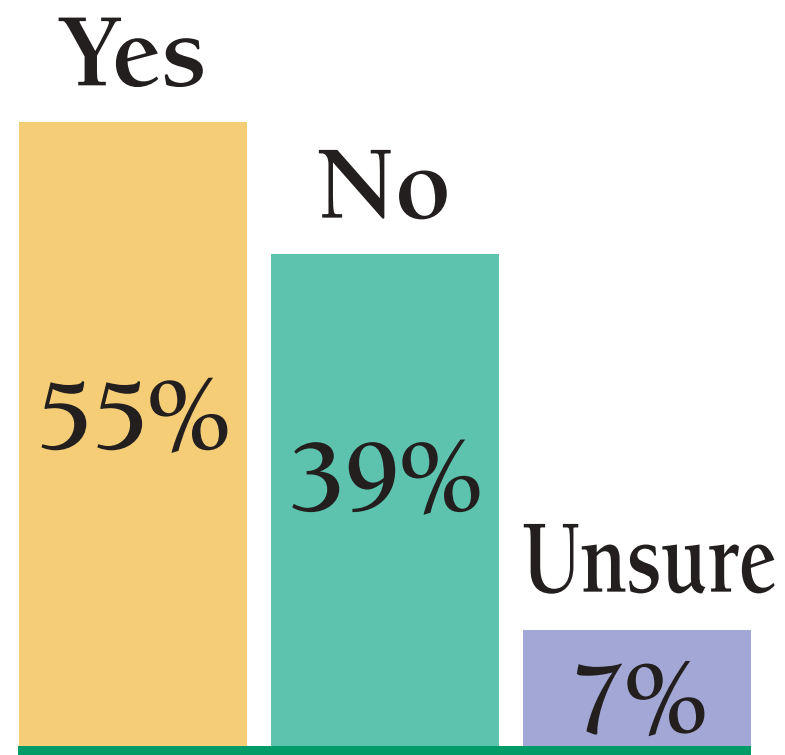


Do you think the City of Lauderdale should keep its own police department, contract with Broward Sheriff's Office, or unsure?

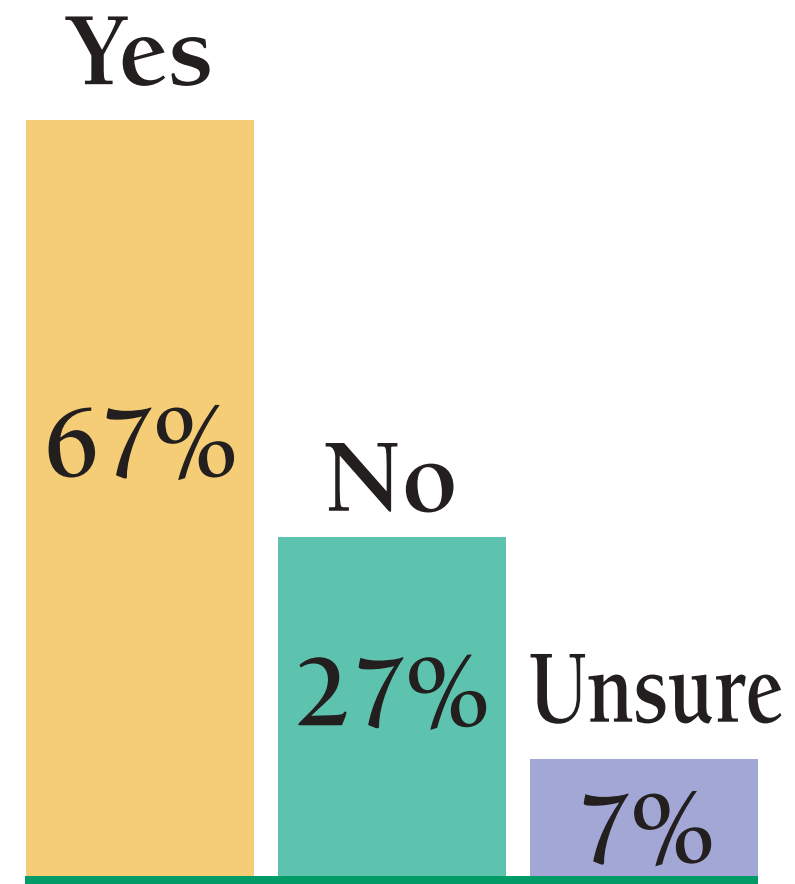


Would you consider a property tax increase of about
\$10 per year if the money were used to...

...expand citywide
beautification projects?



...improve public
safety services?



...expand parks and
recreational facilities?

